

# **EXHIBIT 10**

1 **Host:**

[0:00] ...is an incredible brand when it comes to teeth whitening. This is their first ever Today's Special Value and it's really the launch of their smileactives Pro Lite LED technology. You've never been able to buy that yourself and use it in your own home yet it is really technology that's used in the dentist office. You're also getting their advanced pens. In just the advanced pen, we have sold over 275,000 and it's because you get teeth whitening, you get it fast, you get it convenient, you get it easy but now more than ever you're going to get even whiter teeth in even faster time. So normally the comparable retail value, \$100, \$99.99. Your price today, a \$40 difference, its \$59.94. Your easy pay, you have 5 months to pay for the whole kit that you're looking at, and the easy pay is as little as \$11.99. Some people see whitening in as little as one day and the average, thanks to the Pro Lite device, being paired up with the advance pens, many people are getting seven shades whiter in just seven days. So, here's everything you get, you're going to get your pens, you're going to get four pens total and then you're also going to get, of course, the Pro Lite and it plugs into your phone. So, when you're checking out Instagram, when you're doing some posting on Facebook, reading your emails or just sitting there watching TV and your phone's to next to you, you're able to whiten your teeth even faster. Here's all the adapters for those of you who do not wish to use this with cell phone. We are able to plug it into the wall and then you're going to get a case to carry it all in, and then I really would just love to draw your attention down here one more time, because here's the chart, and follow along with me. If we can go all the way down to the highest number, if you are at a shade 29 right now – one, two, three, four, five, six, seven – look at number 15. In just about a week's time, using this entire system, two times a week, you're going to be down there by number 15, and it doesn't stop, it keeps going. But you tell me, do you want number 29 or number 15, and here to tell you all about it, is a famous dentist. She's not just famous around here, she's famous for whitening people's teeth. This is her specialty. Her name is Dr. Barbara Wachs, she's based out of New York City. She's probably whitened more teeth than any other dentist in our country, this is what she is responsible for, making people have pearly whites so they look younger, they feel healthier and they get lots and lots of compliments. So, Dr. Wachs, this is incredible because until today, this technology has only been found in the dentist office.

36 **Dr. Wachs:**

[2:46] Exactly. This is the newest innovation in teeth whitening at home. We're taking a whitening science, chemistry that you get in the dental office, combined with a technology, an LED technology, and we're pairing that together to give you the best at home whitening. You're using our advanced formula pens, which many of you have used before. It has 40% more of our active ingredient. Our scientists were the first people to come up with whitening in a pen delivery system, where you literally twist this and that advanced formula comes out. When you get your teeth whitened in my dental practices, and doing the one hour teeth whitening, it's using an LED light technology, which our scientists were the first people to pioneer. Now we're taking both of these, the science, the delivery system and the technology of this LED light marrying them to give you the best at home whitening that you can get outside the dental office with results in one day and with no sensitivity, guys. No sensitivity.

50 **Host:**

[3:39] And you know, I just want to correct myself, I knew and thought you got two pens but I saw four out here so I thought I was incorrect. I just want to make

52 sure, you do get to pens. It's a choice, so we put all of them out, so you could see  
53 that there's a choice in flavors. You can either get Vanilla Mint or if you prefer you  
54 can do Winterberry. Either way, it leads to beautiful pearly whites.

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56 **Dr. Wachs:** [3:59] So I mean, so it's easy, it's so amazing. The gel is going to do the work and  
57 then when you add this LED light, it's going to accelerate and boost that whitening  
58 result to give you on average 7.7 shades, up to 12 shades together. When you use  
59 the pen alone it's on average 6 shades, but together, up to 12 shades. This is making  
60 the whitening gel work faster, it's weakening the stains, it's so easy, and again, you're  
61 just plugging this in to whatever you want. We're giving every single adapter. It  
62 comes with an Android adapter, an iPhone adapter, a USB adapter cord to plug to  
63 your computer, or a wall plug, and we're giving you all of them so you can be  
64 whitening wherever, whenever, we're not adding any time to your routine. You could  
65 be watching TV, walking the dog, it's easy, it's so simple.

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67 **Host:** [4:45] Host: [4:45] Well you know, we actually have a video, don't we?

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69 **Dr. Wachs:** [4:47] Yes.

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71 **Host:** [4:48] I'm going to apply my gel, and I'm going to start using this, but we've got a  
72 great video. I'd actually would love to show the one, well we can show this first.  
73 Tell me what we're seeing here.

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75 **Dr. Wachs:** [4:55] So basically this is the science, the technology. So, that advanced formula  
76 gel, it's a water-based bio-adhesive gel, so it sticks to the teeth, that's placed on  
77 the teeth. The LED light is put on your teeth, turned on, and those 16 LEDs, what  
78 they're doing, they're being absorbed by these yellow tooth stains, weakening the  
79 stains, so that this gel can work faster, work harder, there's no heat and it's just  
80 removing those stains and those deep, deep stains that you could just not get  
81 from brushing alone and from whitening alone, this LED light is taking the  
82 whitening to a whole new level. Look how crazy that is [referring to host  
83 demonstrating the product].

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85 **Host:** [5:26] So, faster. I mean, it's really easy. I have my iPad down here. I usually  
86 tend to plug it in, as I spit all over you, in my phone because I'm not going to lie,  
87 I'm a little obsessed with Instagram lately, and I just read my emails. It only takes  
88 16 minutes.

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90 **Dr. Wachs:** [5:40] Yeah, so you're going to use this for 16 minutes, twice a day, for 7 days,  
91 and that is going to get you beautiful, gleaming, amazing white teeth. And then  
92 we're giving you that second pen because you can use this, like you normally do,  
93 if you've used our pens, for maintenance. Anywhere, anytime. If you're not using  
94 the LED light, you brush it on, and you just don't eat or drink for 20 minutes. And  
95 then you can repeat this one week system, the twice a day, for a week, every  
96 three months, but then you're going to maintain with the pens in between  
97 because everything that we eat that can stain a white t-shirt can stain our teeth.  
98 So, it's not just the coffee, the tea, the red wine, if you're a smoker, it's the  
99 blueberries, it's the cheese doodles, it's the orange juice. Constantly every day  
100 we're staining our teeth, so we've made it simple, took away all the  
101 complications, able to get you that dentist-like, professional-like whitening at



home using the same technology, the same science that I use in my practices, to give you your best whitening that you've ever seen.

**Host:** [6:37] And you know, guys upstairs, I know Dr. Wachs and I wanted to show everyone how easy it is, so there's like this great video of just people lounging on their sofa. Not making a dentist appointment, and with no offense Dr. Wachs, spending how much money? I mean, hundreds, thousands depending on how dark your teeth are.

**Dr. Wachs** [6:52] Yeah, you could come to me and spend hundreds and hundreds of dollars, but we're giving you that same technology, that same science to use continually. You're going to have this forever, and look how easy [referring to video being played on air] he's on the computer, you could be walking your dog, you could be blow drying your hair, you could be at the gym, you could be in the car, the possibilities are endless. You can use this anywhere, anytime. I personally use mine either while I'm blow drying my hair, or I'm a mom of two, I'm busy, I work, I travel here to QVC, I also use it at night, I sit in bed, watch TV, a lot of times it's QVC I'm watching and I use my powered, uh, I use my Pro Lite, and then I rinse out and then I do a second time of the Pro Lite. So, I use it twice a day at the same time. So, you can use it consecutively.

**Host:** [7:35] And I find that I like to sit and use mine, I'm not a good multi-tasker. And so, I just love, I grab the phone and I literally will just play on my phone for the 16 minutes or we're back into House of Cards. Sorry QVC, but I've been watching House of Cards for like the past week. So, then it doesn't you know, it doesn't take long at all. But let me just quickly show you what you get, because today's the only day to get it for that \$40 price difference. That comparable retail value - \$100! This is what you want! The pens alone are great. They do get your teeth whiter, we have taken over 275,000 orders. But are you in a rush, is vacation in August? Is back to school upon you? Are you sick and tired of feeling old? Did you quit smoking? Are you ready to look more impressive as you go into work? As you go into the dating scene. This will get you there, faster. So, this is the big deal, and you're also going to get two of the pens. Either, Vanilla Mint or Winterberry, and then the best part about this device is it doesn't cost hundreds to go to the dentist, it doesn't need an appointment. These are all the adapters so you can use this while using your phone, you can use this while sitting and doing work or reading or doing TV or walking. Because your phone means that you're not tied to a wall anymore, and now you're not tied to just having to whiten simply in the bathroom.

**Dr. Wachs:** [8:54] Exactly.

**Host:** [8:55] So, \$59 versus \$99. The easy pay is awesome, \$12 payment plan. But let me show you that value on the screen before we show you some more before and after's. Normally, \$99.99. Only today, and we're moving into evening time, we've got people coming home from work any minute, so grab it while we have it and use your payment plan. And here's the before and after's. I mean, Dr. Wachs, an average of 7 shades whiter in 7 days.

**Dr. Wachs:** [9:17] I know, 7.7, and up to 12 shades. I mean, look at the before [referring to before and after photos on air]. They're yellow, they're dingy. What I love about

153 the system is that you're doing that targeted whitening that you know and love  
154 from our whitening pens. So, you're painting the gel wherever you want. It's not  
155 going to ooze all over like traditional trays. When normally, traditional trays you  
156 put the gel in the tray, you put it in your mouth, it oozes all over. You're not going  
157 to get that. But then, that light is doing photo-targeting. Photo-technology is  
158 taking that whiteness to a whole new level. It's allowing that whitening gel to get  
159 into the enamel and that underlying dentin, those stains that have been there for  
160 years and years. And I want to stop on this photo for a second.

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162 **Host:** [9:54] Okay, please.

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164 **Dr. Wachs:** [9:55] Um, this is Madison. She was born with that tooth, that yellow stain.  
165 Something happened [interrupted by host] ...

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167 **Host:** [9:59] Top right, in case you didn't notice it. I don't want to call attention to it, but I  
168 noticed it right away.

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170 **Dr. Wachs:** [10:04] Yeah, so, she was really upset. Something happened while the tooth was  
171 developing, and, you know, while she was a kid, and this is what her teeth look  
172 like. She's 28 years old, she came in, she used to Pro Lite system twice a day for  
173 a week, and it is disappearing, which is amazing. It's going to get rid of those  
174 deep stains, again not just those surfaces stains of the things that you've eaten.  
175 Get rid of those stains that you've had for years and years, and ones that you  
176 may have even been born with. It's so easy, it's so amazing, getting that dentist  
177 quality-like whitening, but at home. And then here, this is an example of a tooth  
178 that, her teeth are not bad, they're actually pretty straight and they're pretty white,  
179 but in the after, they're even whiter, and that's what I found. My teeth are very  
180 white from all the Smileactives products that I use, but when I started using the  
181 Pro Lite system, I promise you my teeth got whiter. The whitest that I've ever  
182 seen from doing whitening at home. It's so easy, it's so amazing, and again,  
183 taking the science, this technology that we pioneered, our scientists created the  
184 first in-office teeth whitening with an LED light, we created the first whitening in a  
185 pen delivery system. You're getting this game changing next generation  
186 whitening, at home, to give you this beautiful, brighter smile. And you all know, it  
187 makes us feel prettier, it makes us feel younger, um, we feel healthier, we feel  
188 more confident. Your smile is the first thing that people notice, it's our best  
189 accessory. You know, we're taking care of our skin every day, our neck every  
190 day, you don't want to not take care of your teeth every day. I mean, it's the  
191 easiest anti-aging device, and easiest anti-aging way to make yourself look  
192 prettier, and just look younger.

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194 **Host:** [11:39] Well, and I think too the big key word with this is fast.

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196 **Dr. Wachs:** [11:41] Exactly.

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198 **Host:** [11:42] So there's other things that you can probably find in other stores and  
199 spend some money on, and you might notice a difference in 30 days. I don't  
200 know about you but I want to get it home and I want to see an immediate wow.  
201 Some users have told us they notice a difference after the first use. And look at  
202 this study, because we asked many people their thoughts, and measured a lot of  
203 them, and results are happening constantly with this device and the pens.

204 **Dr. Wachs:** [12:10] Yeah, it's amazing. I did the clinical study, and 100%, guys, every single  
205 person, had clinically measured whiter teeth and some participants reported  
206 whiter teeth in as little as 1 day, and in that same study, the average study, the  
207 average shade change was 7.7 shades brighter with a maximum shade of 12  
208 shades in 7 days, 12 shades in 7 days and without that sensitivity, which is the  
209 biggest complaint with so many other teeth whitening systems.

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211 **Host:** [12:40] So, look, you can come to either my hand or Dr. Wachs' [directing the  
212 camera to zoom at one of them holding the Smileactives shade guide] but I'm not  
213 afraid to show you the worst-case scenario. So, if you are down here [shade 29],  
214 whether it's just because you now have looked into really taking care of trying to  
215 whiten your teeth, or you were a smoker, or you were constantly doing the red  
216 wine and then not brushing after, look at this. We can get you down seven - 1, 2,  
217 3, 4, 5, 6, 7 - now 7.7 will linger somewhere between 13 and 15, but this is after  
218 one week using it twice. You can still go further and further down the line. And  
219 imagine if you're somewhere here in the middle, you're going to be a number 1, a  
220 number 2, or a number 3 in just a week's time. But today is the only day, and  
221 we're busy on the phone lines right now, 17,000 order placed, to get the device  
222 that makes it F.A.S.T. This is what you want. The pens will get you white, this  
223 [device] will get you whiter. The pens will get you white, this [device] will do it  
224 faster. So, normally \$99.99, you're getting what can whiten your teeth and simply  
225 plug into a phone. But if you don't have a phone you get all the adapters. But why  
226 do you want to plug it into your phone? Because then you can get away from the  
227 wall. It's not, "ahh hey guys, I hear you screaming my name but I have to sit here  
228 in the restroom to whiten my teeth," instead it's, "wait! Don't hit play yet, I just  
229 have to grab my phone, grab my LED device, we sit there, we whiten our teeth,  
230 we watch TV. Fold laundry and whiten your teeth. Write an email and whiten your  
231 teeth. Drive to work, and as long as you don't mind that the person that hits the  
232 red light with you might give you a little double-take, because you do have a li-  
233 LED device in your mouth. But you can whiten and drive at the same time. So, no  
234 more time is not an excuse, and "oh gosh" I don't have the budget, a dentist  
235 appointment requires hundreds and hundreds of dollars. Look at your payment  
236 plan, \$11.99. [Referring to product model] Deanna is getting stunning, pearly  
237 white teeth, so yes, she can still keep her modeling career, but yes, she looks  
238 dynamite in all those social media posts. So yes, everyone's thinking "is that girl  
239 20? Or is she 21?" and I'm not going to tell you how old she is. I mean, there's  
240 just so many reasons to get whiter teeth, and this is the \$12 way to do it.

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242 **Dr. Wachs:** [14:55] I mean, yes, and did you see how easy that was? Did you see, it took her  
243 five seconds to [video finishes] ...  
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